

ORDER



Orders
Order / Rev: 46979
Alt Order #: 27765295
Product Desc: Awareness
Estimate: 3474
Flight Dates: 04/11/22 - 05/01/22
Original Date / Rev: 04/15/22 / 04/15/22
Order Type: GENERAL

KLKN-TV

Primary AE: Katz Washington, D.C.
Sales Office: DC
Sales Region: National

Agency
Name: Armada Strategies
Buying Contact:
Billing Contact:
 2637 E. Atlantic Blvd., Ste. 43878
 Pompano Beach, FL 33062

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Big Red Leadership PAC
Demographic: A18+
Product Codes: Issues/Propositions
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-ISS
Priority: P-03

New Business Thru:
Advertiser External ID:
Agency External ID:
Unit Code: General
Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
03/28/22	04/24/22	14	\$3,505.00	\$2,979.25
04/25/22	04/27/22	6	\$1,515.00	\$1,287.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2022	14	\$3,505.00	\$2,979.25	0.00
May 2022	6	\$1,515.00	\$1,287.75	0.00
Totals	20	\$5,020.00	\$4,267.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Washington, D.C.			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KLKN	04/13/22	04/13/22	Good Morning America	CM	7a-9a	--W----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
				Good Morning America											
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/11/22	04/17/22	--W----		1				\$140.00		0.00			
2	KLKN	04/19/22	04/19/22	Good Morning America	CM	7a-9a	-T-----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
				Good Morning America											
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-T-----		1				\$140.00		0.00			
3	KLKN	04/27/22	04/27/22	Good Morning America	CM	7a-9a	--W----	:30	1	\$140.00	P-04	0.00	NM	1	\$140.00
				Good Morning America											
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/22	05/01/22	--W----		1				\$140.00		0.00			
N 4	KLKN	04/24/22	04/24/22	This Week	CM	8a-9a	-----S	:30	1	\$125.00	P-04	0.00	NM	1	\$125.00
				This Week											
				This Week											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/18/22	04/24/22	-----S		1				\$125.00		0.00			

Advertiser:	Big Red Leadership PAC
Product Desc:	Awareness
Estimate:	3474

KLKN-TV

[illegible]

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 Flight Dates: 04/11/22 - 05/01/22

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 Product Desc: Awareness
 Estimate: 3474

KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 04/18/22		04/18/22	04/24/22	--W----			1		\$250.00	0.00					
16	KLKN	04/25/22	04/25/22	M-F 630p-7p M-F 630p-7p	CM	630p-7p	M-----	:30	1	\$250.00	P-03	0.00	NM	1	\$250.00
Entertainment Tonight															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 04/25/22		04/25/22	05/01/22	M-----			1		\$250.00	0.00					
17	KLKN	04/12/22	04/12/22	Ch 8 News at 10p M-F Ch 8 News at 10p M-F	CM	10p-1035p	-T-----	:30	1	\$375.00	P-03	0.00	NM	1	\$375.00
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 04/11/22		04/11/22	04/17/22	-T-----			1		\$375.00	0.00					
18	KLKN	04/21/22	04/21/22	Ch 8 News at 10p M-F Ch 8 News at 10p M-F	CM	10p-1035p	---T---	:30	1	\$375.00	P-03	0.00	NM	1	\$375.00
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 04/18/22		04/18/22	04/24/22	---T---			1		\$375.00	0.00					
19	KLKN	04/27/22	04/27/22	Ch 8 News at 10p M-F Ch 8 News at 10p M-F	CM	10p-1035p	--W----	:30	1	\$375.00	P-03	0.00	NM	1	\$375.00
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 04/25/22		04/25/22	05/01/22	--W----			1		\$375.00	0.00					
20	KLKN	04/24/22	04/24/22	Ch 8 News Sun at 10p Ch 8 News Sun at 10p	CM	10p-1035p	-----S	:30	1	\$350.00	P-03	0.00	NM	1	\$350.00
Channel 8 Eyewitness News At Ten															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week: 04/18/22		04/18/22	04/24/22	-----S			1		\$350.00	0.00					
													Totals	20	\$5,020.00



125 West 55th St
New York, NY 10019

Contract # 27765295	Changes as of: 4/15/2022 at 8:26 AM	Version: Highlighting Makegood 1	Status: Confirmed
CPE: 371/477/3474	Flight: 4/11/22 - 5/1/22	Station: KLKN	Con Type: POLITICAL/VOTE
Agency: Armada Strategies	Advertiser: Big Red Leadership PAC	Market: Lincoln&Hstng-Krny-Pls DMA	Total \$: \$5,020.00
2637 E Atlantic Blvd Suite 43878 Pompano Beach, FL 33062	Product: Awareness	Office: WASHINGTON	Total Spots: 20
	Agency Order #: 11562292	Service: Nielsen	Total CPP: \$0.00
	Buyer: Blue, Sarah	Primary Demo:	Total GRP:
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA BRADLEY 202-955-5342	Traffic #: 46979
Separation:			
Comments: Separation: 30;PopulationBuyType: CPP			

#	Day/Time	DP	Program	Rate	Len	4/11 - 4/24														
						4/11	4/12	4/13	4/14	4/15	4/16	4/17	4/18	4/19	4/20	4/21	4/22	4/23	4/24	
1	M-F 7a-9a		Good Morning America	\$140.00	30	0	0	1	0	0	0	0	0	1	0	0	0	0	0	
MSD 2	Su 8a-9a		This Week	\$125.00	30	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
3	M-F 11a-12n		Channel 8 Eyewitness News-Midday	\$100.00	30	0	0	1	0	0	0	0	0	0	0	1	0	0	0	
4	M-F 5p-5:30p		Channel 8 Eyewitness News At Five	\$300.00	30	0	0	0	0	0	0	0	1	0	1	0	0	0	0	
5	M-F 6p-6:30p		Channel 8 Eyewitness News At Six	\$350.00	30	0	0	1	0	0	0	0	0	1	0	0	0	0	0	
6	M-F 6:30p-7p		Entertainment Tonight	\$250.00	30	0	0	0	1	0	0	0	0	0	1	0	0	0	0	
7	M-F 10p-10:35p		Channel 8 Eyewitness News At Ten	\$375.00	30	0	1	0	0	0	0	0	0	0	0	1	0	0	0	
8	Su 10p-10:35p		Channel 8 Eyewitness News At Ten	\$350.00	30	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
MGD 9	M-F 6a-7a		Channel 8 News	\$125.00	30	0	0	0	0	0	0	0	0	0	0	1	0	0	0	
TOTALS:						0	1	3	1	0	0	0	1	2	2	3	0	0	1	



#	Day/Time	DP	Program	Rate	Len	4/25 - 5/1							Total Spots	Total \$	CPP*	GRP*	
						4/25	4/26	4/27	4/28	4/29	4/30	5/1					
1	M-F 7a-9a		Good Morning America	\$140.00	30	0	0	1	0	0	0	0		3	\$420.00	\$0.00	0.0
MSD 2	Su 8a-9a		This Week	\$125.00	30	0	0	0	0	0	0	0		0	\$0.00	\$0.00	0.0
3	M-F 11a-12n		Channel 8 Eyewitness News-Midday	\$100.00	30	0	0	1	0	0	0	0		3	\$300.00	\$0.00	0.0
4	M-F 5p-5:30p		Channel 8 Eyewitness News At Five	\$300.00	30	1	0	0	0	0	0	0		3	\$900.00	\$0.00	0.0
5	M-F 6p-6:30p		Channel 8 Eyewitness News At Six	\$350.00	30	0	1	0	0	0	0	0		3	\$1,050.00	\$0.00	0.0
6	M-F 6:30p-7p		Entertainment Tonight	\$250.00	30	1	0	0	0	0	0	0		3	\$750.00	\$0.00	0.0
7	M-F 10p-10:35p		Channel 8 Eyewitness News At Ten	\$375.00	30	0	0	1	0	0	0	0		3	\$1,125.00	\$0.00	0.0
8	Su 10p-10:35p		Channel 8 Eyewitness News At Ten	\$350.00	30	0	0	0	0	0	0	0		1	\$350.00	\$0.00	0.0
MGD 9	M-F 6a-7a		Channel 8 News	\$125.00	30	0	0	0	0	0	0	0		1	\$125.00	\$0.00	0.0
TOTALS:						2	1	3	0	0	0	0	20	\$5,020.00	\$0.00	0.0	



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Pompano Beach, FL 33062	Buyer: Blue, Sarah	Primary Demo:	Total GRP:
	Salesperson: ALEXANDRA BRADLEY 202-955-5342	Assistant: ALEXANDRA BRADLEY 202-955-5342	Traffic #: 46979
	Separation:		

Makegood Comments			
Date/Time	Action	Added by	Comment
04/15/22 8:26 AM	Sent To Rep	Joy Wenn	See spot n/a due to LUR. See MG on line 9